

All the New Colors in Holeproof Hose

We have taken pains to reproduce in Holeproof Hose all of the newest popular shades.

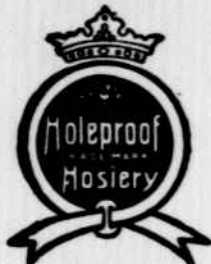
There are eleven to choose from. No matter what color you prefer, you will find it in Holeproof Hose.

Every color is guaranteed sanitary and fast.

No Darning Till February

Those who buy six pairs of genuine "Holeproof" now will have absolutely no darning to do until February.

That is guaranteed. You get a regular printed guarantee, signed by the dealer when you buy.



Reg. U. S. Pat. Office, 1906.

Look for "Holeproof" on the Toe

If the hose have something else printed on them they are not the original guaranteed hose—not genuine Holeproof Hose with 32 years of experience knit into every inch of them.

They are not what you want—if you want the best hose ever made.

The genuine "Holeproof" is sold in your town. We'll tell you the dealer's name on request or we'll ship direct where we have no dealer, charges prepaid, on receipt of remittance. (44)

FAMOUS Holeproof Hosiery

FOR MEN WOMEN AND CHILDREN

Only the finest of Egyptian and Sea Island cotton is used, costing us this year an average of 70c per pound.

The hose fit like silk gloves.

We will spend \$33,000 this year simply for inspection, to see that each finished pair is perfection.

No One Can Buy Finer Hose Than These

Our famous 25c hose have never been equaled at the price. But our 50c hose (Holeproof Lustre Hose, Mercerized) and our 75c hose (Holeproof Silk Hose) are the very finest hose to be had regardless of what hose cost.

All that you pay over these prices is waste. You can't get hose any better.

Although made in the lightest weights and with the softest yarns we still guarantee the wear.

Six pairs of Holeproof Lustre Hose in a box—guaranteed six months—Price \$3.

Three pairs of Holeproof Silk Sox in a box—guaranteed three months—Price \$2.

Write for free book "How to Make Your Feet Happy."

THE HOLEPROOF HOSIERY CO. 483 Fourth Street, Milwaukee, Wis.

TAMPICO NEWS CO., S. A., City of Mexico, Agents for Mexican Republic.

Are Your Hose Insured?



Rebuild Your Overworked Physique Into Sturdy Strength and Vigor

How often do you come home at night too dogged tired to even respond to the pleasant reception awaiting you? Life's struggle becomes more and more intense as the twentieth century progresses. Mentally and physically you must conserve your energies, build up your strength and equip yourself for the test. You must have sleep, good digestion, steady nerves, bone and muscle, clear mind. These can be secured, maintained and enhanced by the use of

Pabst Extract The Best Tonic

Being an extract of rich barley malt and choicest hops, it furnishes nourishment in predigested form and acts as a tonic. A desire for food is stimulated and power furnished the system to draw quicker, better and greater energy from what you eat. At the same time the gentle, soothing effects of the hops restore your nerves to their normal state. Peaceful and refreshing sleep is induced, the brain strengthened and new life given to the tired muscles.

Physicians of repute everywhere are constantly vouching for the merits of Pabst Extract, The "Best" Tonic, by recommending it to strengthen the weak and build up the overworked; to relieve insomnia and conquer dyspepsia; to help the anemic and aid the nervous; to assist nursing mothers and invigorate old age.

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A Library Slip, good for Books and Magazines, is packed with each bottle. Booklet and Picture "Baby's First Adventure" sent free on request.

PABST EXTRACT CO.

DEPT. 15

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Pleasing the People

YOU know the old saw about fooling some of the people part of the time, usually attributed to Lincoln, but which probably belongs to P. T. Barnum. It's the same when it comes to pleasing people. A magazine can't please all the people all the time, especially one like our SUNDAY MAGAZINE, which has upward of five million readers every week. If it did, it wouldn't be worth much, but be merely pleasant and colorless. What we are trying to do is to please most of our readers most of the time and to interest them all the time, even if it is a fighting interest. You see, we want to make you do a little plain thinking, and to make it as easy as possible, about important things in the serious but very fine game of living.

Our next number is going to please most people; but there are things in it that some people will not care for particularly. We are sure of that, because of a division of opinion among the editors. It might be called a finely balanced magazine for that reason, and that is pretty hard to achieve. One thing is certain, the magazine has substance and quality without being a bit heavy. Let us look at some of the big features:

TAFT AND TAFF By James Hay, Jr.

Probably you never heard of Taff; yet if it were not for him you would not have heard so much about Taft as you have. When the President made his famous Western trip it was the business of Taff to keep him in touch with the busy world every minute of the day or night. Taff kept a telegraph wire hitched to the President, and the other end always connected with a regular line. On water or on land, in cities, or in the wilderness, Taff was always with Taft and keeping open the line of communication. And talk about fictitious adventure stories—why, they are kindergarten stunts compared with those of Taff!

About the most satisfactory thing in the world is to come in contact with a man who is entirely competent to fill his particular job. Taff has the kind of competency that enables him to accomplish the seemingly impossible, and without much fuss. You know how willing we always are to cheer for a man who does

things that are worth while. By the way, we are mighty eager to do things that will make you cheer for our SUNDAY MAGAZINE.

A BIZARRE NOCTURNE By L. J. Beeston

This is the kind of story that truly literary folk cheer for, because it has great strength, a vivid, moving picture of some of the horrors of war. It is wonderfully written, and its style alone makes it worth while. Also it is a good thing to be reminded now and then that war is even worse than General Sherman's description of it.

A REVISE ON RUTTY BOY By Sewell Ford

Merely to announce that this is one of the best of the tales in which the only Professor McCabe is the hero is quite enough. The wise Shorty enters upon a small reform mission, after his friend the Bishop has failed, and rescues a foolish young nephew in a highly dramatic manner. You will be mighty sorry when you come to the end of the story, and probably start in and read it over again. It's worth it.

CORNCOB SENSE By Thomas Crawford Galbreath

When an author can personify animals and make them talk so that one feels he is merely interpreting real talk in human language, and tell a highly interesting story besides, it is a mighty fine accomplishment. Really, this tale will remind you of one of Kipling's, so admirable is it in every way.

CYNTHIA'S CHAUFFEUR By Louis Tracy

You know by this time that it is hardly necessary to mention the fine serial which grows better as it advances.

THE BATHING GIRLS By The Kinneys, Flagg, and Christy

Now and then we have to talk about our covers. You have seen the lovely figure by The Kinneys. James Montgomery Flagg's cover for this issue is really striking, isn't it? Next week Howard Chandler Christy presents his idea; but he needs two figures. Honestly, aren't these the most artistic and loveliest bathing pictures you have seen?

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If you own a B. H. Flaming Pocket Lighter you always have a light at your command. Always safe, simply remove cover, insert plunger and it is ready for use. It is indispensable when camping, fishing, hunting, on the street, office or at home. A godsend to smokers. Sent prepaid for

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